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Fashion Calendar

1949

JANUARY

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DECEMBER

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, DECEMBER 9, 1949

Friday Dec. 9 1:00 P.M. Luncheon	"FASHIONS AT THE WALDORF"	JON CIEL (239 WEST 39TH ST.)	WALDORF-ASTORIA SERT ROOM

Jon Ciel will present his collection of afternoon ensembles during luncheon. Clothes will be available at Russeks Fifth Avenue. Fashion show coordinator and commentator: Billie Gould. Televised via DuMont Television: Jeraldine Cooper, Fashion Director. Press by invitation. Public by reservation; contact: "Albert," headwaiter, EL. 5-3000. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.

Saturday Dec. 10 11:00 A.M.	SKI FASHIONS; OPENING OF SKIING SERVICE	ABRAHAM & STRAUS (BROOKLYN)	2ND FLOOR CENTRAL SKI WORLD

Presentation of ski fashions for men, women and children; some of clothes designed by Ernst Engel, former Austrian ski champion, who will be present. Joan and David Landman, authors of "Where To Ski", will inaugurate the store's counselling service on ski resorts. Open to public. Following the show, there will be a luncheon for the presidents of 40 Greater N.Y. Ski Clubs. Publicity: Frances Bemis, TR. 5-7200.

Beginning Saturday Dec. 10- Jan. 6	WORLD-WIDE FASHIONS IN CHRISTMAS CARDS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

Hundreds of Christmas cards from nations all over the world, as well as the American versions, in an exhibition covering 25 years of colorful regional styles and designs in holiday greetings. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.

WEEK BEGINNING MONDAY, DECEMBER 12, 1949

Monday Dec. 12 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL RECEPTION BY PRESIDENT OF LANVIN	LANVIN PARFUMS	RITZ CARLTON HOTEL CRYSTAL ROOM

Edouard L. Cournand, president of Lanvin Parfums, will invite the press to a cocktail reception to meet Countess Jean de Polignac, head of House of Lanvin, Paris; Prince Louis de Polignac; and Marquis Robert de Maussabre. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.

Monday Dec. 12 7:30 P.M.- 9:30 P.M.	TENTH SESSION OF FASHION TRAINING COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER CONCERT HALL-165 W. 57TH ST.

This is the final session of The Fashion Group's Ninth Annual Fashion Training Course. Subject: "Job Discussion"--a panel of speakers will answer questions and give job advice in an open discussion. Speakers: Mary E. Campbell, Job Editor, Glamour Magazine; Florence Goldin, Fashion Director, Grey Advertising Agency; Alice Groves, Executive Placement Agency Alice Groves Co. Fee: $2.00. Contact: The Fashion Group, Inc.,CI.7-3940.

Tuesday Dec. 13 9:30 A.M. Breakfast	SHOWING OF SPRING LINGERIE LINE	WILLIAM CARTER CO. (180 MADISON AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE

William Carter will present Spring line of lingerie at a fashion show. Showing promptly at 10:00 A.M. By invitation only. Publicity: Helen Leaf, BBD&O, EL. 5-5800.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Dec. 13 11:30 A.M.- 2:00 P.M.	RESORT COLLECTION OF CRUISE SHOP OPENING	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR CRUISE SHOP
	Frances Sider will personally present her collection of Resort fashions at the opening of the A & S Cruise Shop. Informal modeling from 11:30 A.M. to 2:00 P.M. also in the 4th Floor Restaurant. Publicity: Frances Bemis, TR. 5-7200.		
Tuesday Dec. 13 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CAROUSEL SKIRTS	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
	"The Fuller and Fuller Skirts"--Mary Lewis will present carousel skirts, screen-printed on Fuller cottons during luncheon show. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Mary Lewis Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.		
Tuesday Dec. 13; Dec. 14; Dec. 16 2:30 P.M.	OPENING OF SPRING COLLECTION	TRIGERE, INC.	29 WEST 57TH STREET SALON
	Pauline Trigere's Spring Collection will be presented at 2:30 P.M. on Tuesday, Dec. 13; Wednesday, Dec. 14; and Friday, Dec. 16. By appointment only. Contact: Robert Trigere, PL. 3-6778.		
Tuesday Dec. 13 3:00 P.M.- 4:00 P.M.	SHOWING OF RESORT AND MID-WINTER COLLECTION	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA MAIN BALLROOM
	Sydell will present her Resort and Mid-Winter collection of suits, dresses and gowns. Hats by Dorothy Gordon. Contact: EL. 5-8729.		
Wednesday Dec. 14 12:15 P.M. Luncheon	ANNUAL CHRISTMAS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	The annual Christmas luncheon meeting of The Fashion Group. Subject: "A Chat About Next Spring's Fashions". On Paris: Alice K. Perkins, Associate European News Director, Fairchild Publications; on New York: Miriam Lippincott, Fashion Director, Carson Pirie Scott & Co. Program Chairman: Gertrude Bailey. Donation of Christmas gifts for the Children's Aid Society. Price of luncheon (including tax and tip): $3.75 for members; $4.00 for guests (two per member). Contact: The Fashion Group, CI. 7-3940.		
Wednesday Dec. 14 12:45 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
	"South To the Sun"--Russeks will present Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Wednesday Dec. 14 12:45 P.M. Luncheon	FASHIONS FOR TOWN AND RESORT	BELLA COUTURE (27 EAST 67TH ST.)	WHITE TURKEY 300 EAST 57TH ST.
	Bella Verea will present custom-order fashions for Town and Resort wear. Press by invitation. Public by reservation; contact: PL. 9-3584. Publicity: Florence D. Hopkins, CI. 6-0384.		
Wednesday Dec. 14 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	TOWN AND TRAVEL WEAR OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	"Gala Fashions For Wearing and Giving"--by Town and Travel Wear of the Waldorf. Press by invitation. Public by reservation; contact: "Albert," EL. 5-3000. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Dec. 16 1:00 P.M. Luncheon	"FASHIONS AT THE WALDORF"	MEN'S SHOPS	WALDORF-ASTORIA SERT ROOM
	A Christmas Fashion party, suggesting gift ideas "from her to him," with various men's shops participating. Fashion show coordinator and commentator: Billie Gould. Televised via DuMont Television: Jeraldine Cooper, Fashion Director. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Men's Wear Publicity: Richard Bernstein, PL. 8-1703. Publicity: Fashion Production Associates: Ann Goodrich, MU. 8-1700.		
Monday Dec. 19 5:00 P.M.- 7:00 P.M. Cocktails	PRESENTING NEW BLOUSE FASHION	SYLVANIA ELECTRIC PRODUCTS; & TEXTRON	WALDORF-ASTORIA PERROQUET ROOM
	A fashion show to introduce the "Superflash Blouse", manufactured by Textron, Inc. Blouse designed for women camera enthusiasts (and for at home and sports wear) in cooperation with Sylvania Electric Products, Inc. Celebrities from the photography and amusement world will attend. Commentator: Billie Gould. Attendance by invitation only. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.		
Monday Dec. 19 6:00 P.M.- 10:00 P.M. Cocktails	ANNUAL CHRISTMAS PARTY	PUBLICITY CLUB OF NEW YORK	MADISON HOTEL GREEN ROOM
	The annual Christmas Party of the Publicity Club of N.Y. will be a cocktail party for members and their guests. Door prizes and Christmas punch board prizes will be given. Any member who has a product he wants publicized, or who has a client who makes such a product, is invited to participate by contributing one or more products which will be publicized Admission: 50¢ plus a toy for the WOR Christmas Toy Fund. Contact: Claire Muller, VO. 5-5000.		
Friday Dec. 23 1:00 P.M. Luncheon	"FASHIONS AT THE WALDORF"	TOWN AND TRAVEL WEAR OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
	Town and Travel Wear of the Waldorf will present a New Year's party, "Fabulous Forecast for 1950" during luncheon. Fashion show commentator and coordinator: Billie Gould. Televised via DuMont Television: Jeraldine Cooper: Fashion Director. Press by invitation. Public by reservation; contact: "Albert," headwaiter, EL. 5-3000. Publicity: Fashion Production Associates, Ann Goodrich, MU. 8-1700.		
Dec. 25	CHRISTMAS DAY (Sunday).		
Dec. 26	LEGAL HOLIDAY (Monday).		
Jan. 1	NEW YEAR'S DAY (Sunday).		
Jan. 2	LEGAL HOLIDAY (Monday).		
Tuesday Jan. 3 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
	Presentation of Walter Florell's Spring millinery to the local fashion press. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan 4 9:15 A.M. Breakfast	SPRING MILLINERY SHOW AT NEW SALON	EMME	26 EAST 56TH STREET SALON
	Emme will present her collection of Spring millinery to the local fashion press at the opening of her new salon. Showing at 9:30 A.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Jan. 4 12:00 Noon Luncheon	SPRING MILLINERY SHOWING FOR PRESS	MARY GOODFELLOW	600 MADISON AVENUE SALON
	Preview of Spring millinery collection by Mary Goodfellow at a luncheon showing for the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Postponed Jan. 4	FLORENCE REICHMAN'S PRESS PREVIEW OF SPRING MILLINERY, ORIGINALLY SCHEDULED FOR JAN. 4, HAS BEEN POSTPONED TO WED., JAN. 11, AT 4:00 P.M.		
Thursday Jan. 5 10:00 A.M. Breakfast	SPRING HAT SHOW FOR THE PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Showing of Sally Victor's Spring Millinery collection to the local fashion editors. By invitation only. Contact: Mildred Josephs, PL. 3-7450.		
Thursday Jan. 5 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a Millinery Division luncheon meeting. Subject: "1950 Turns To Trimming--If It's Untrimmed, It's Old Hat!" Twenty leading milliners and 6 uptown retail stores will present Spring hats. Commentator: Maud G. Moody. Speaker will be announced next week. Price (including tax and tip): $4.00 for members. $4.50 for guests (two per member). Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday Jan. 5 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ADAM IN THE LOOKING GLASS"	COSTUME INSTITUTE OF METROPOLITAN MUSEUM	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
	"Does Adam Dress For Eve, Or Does Eve Dress Adam," an exhibition of men's fashions from the 14th Century to tomorrow. The exhibit will include new fashions for men, specially designed by twelve outstanding women designers. Attendance by invitation only. Members' Private Preview: Thursday, January 12 from 8:00 P.M. to 11:00 P.M. Open to public: Friday, January 13. Publicity: Charlotte Weizmann, RH. 4-7690.		
Thursday Jan. 5 4:00 P.M. Cocktails	SPRING AND SUMMER FOUNDATION LINE	ARTISTIC FOUNDATIONS-- "FLEXEES"	417 FIFTH AVENUE SHOWROOM
	The House of Flexees will present a press preview of its Spring and Summer line of Foundation garments. Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.		
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY SPRING COLLECTION	LINSK OF PHILADELPHIA AND CALIFORNIA	HOTEL PIERRE ROOF
	Linsk of Philadelphia and California will present their Betty Barclay Spring collection to the press and trade at a cocktail party. By invitation only. Contact: Mildred Kaldor, MU. 9-5420.		
Friday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY	LENESTA	15 EAST 53RD STREET SALON
	Lenesta will present her Spring millinery collection to the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 9 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON

Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. (Note change of time). Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.

Monday Jan. 9 12:45 P.M. Luncheon	DESIGNERS' "RHAPSODIE" LUNCHEON SHOW	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM

A special advance showing by members of the American Guild of Fashion Designers, presenting fashions from head to foot. Tickets: $10.00. For reservations, contact: LE. 2-8324. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.

Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSIERY EXPOSITION	HOSIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM

"Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fourth Annual Hosiery Forum for retailers, buyers and merchandisers of hosiery. The Second Annual Hosiery Exposition will include about 65 exhibitors, with showings from 2:00 P.M. to 11:00 P.M. on first day; 12:00 Noon to 5:00 P.M. on second day. Forum contact: Olive Graham, MU. 5-0375; Exposition contact: Robert T. Kenworthy, LE. 2-5441.

Beginning Monday Jan. 9- Jan. 13	THIRTY-NINTH ANNUAL CONVENTION	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER

"Keep The Goods Moving" is the general theme of the NRDGA Convention for 1950. Registration fees: $5.00 per person; $25.00 per firm (any number of representatives). Contact: NRDGA, 100 W. 31st St., CH. 4-8780.

Tuesday Jan. 10 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM

Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.

Tuesday Jan. 10- Jan. 11 2:00 P.M.- 5:00 P.M.	FIFTEENTH BRIDAL BUSINESS CLINIC	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL

Bride's House, Inc., and Bride's Magazine announce a two-day Bridal Business Clinic in the Crystal Gardens and Grand Ballroom of the Ritz Carlton Hotel. Wedding Gift Registry and Home Furnishings Session on Tuesday, Jan. 10 from 2:00 to 5:00 P.M. Fashion Session on Wednesday, Jan. 11, from 2:00 to 5:00 P.M., both followed by cocktails. Attendance by invitation for retailers from coast-to-coast and Canada; and resident buyers. Contact: Alice Rydell, Dir. of Merchandising Service, MU. 2-1490.

Tuesday Jan. 10 2:30 P.M.	FIFTH ANNUAL BRIDAL CLINIC	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM

Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in stores across the country. The clinic will be followed by a reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 10 4:00 P.M.- 6:00 P.M.	FASHIONS IN WOMEN'S WATCHES	WATCHMAKERS OF SWITZERLAND	PARK LANE TAPESTRY ROOM
	"Wardrobe in Watches", the latest in designs and fashions in watches for women, will be presented by the Watchmakers of Switzerland, (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone and Belding International. Contact: Elizabeth Maher Assoc., EL. 5-4248.		
Tuesday Jan. 10 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and Show, $20.00 (including tax); Mezzanine: show only, $10.00 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.		
Tuesday Jan. 10 8:00 P.M. Dinner	ANNUAL FASHION SHOWING OF DAYTIME DRESSES	NATIONAL ASS'N. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA BALLROOM
	"Fashions for Day and Play" will be the theme of the Fifteenth Annual Show. Tickets: $20.00. Contact: Erwin Feldman, LA. 4-6350.		
Wednesday Jan. 11 11:00 A.M.	SPRING MILLINERY PREVIEW FOR PRESS	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
	Presentation for buyers and the N.Y. press of Laddie Northridge's Spring millinery collection. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Wednesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
	Florence Reichman will present a showing of her Spring millinery to press and trade. (Note change of date). By invitation only. Contact: Miss Jacqueline, PL. 8-1525.		
Wednesday Jan. 11 4:00 P.M. Cocktails	LOCAL PRESS SHOWING OF NEW BRASSIERES	EDITH LANCES	31 EAST 31ST STREET SHOWROOM
	Presentation of Spring line of brassieres, designed by Edith Lances. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.		
Thursday Jan. 12 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
	Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Contact: Lily Davis, PL. 3-1010.		
Thursday Jan. 12 3:30 P.M.- 5:00 P.M.	SHOWING OF NEW LINGERIE & HOSIERY	LUXITE LINGERIE- HOLEPROOF HOSIERY	ST. REGIS HOTEL ROOF
	Showing of the new Luxite Lingerie collection and a new slant on hosiery by Holeproof. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Thursday Jan. 12 4:30 P.M. Cocktails 5:00 P.M. Show	"A FASHION PORTFOLIO" SEMI-ANNUAL SHOW	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ CARLTON HOTEL BALLROOM
	The House of Heller will present its semi-annual fashion show, featuring the Spring collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Helen Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 16- Jan. 20	CORSET & BRASSIERE SPRING MARKET WEEK	CORSET & BRASSIERE EXHIBITORS' GUILD, INC.	HOTEL McALPIN B'WAY & 34TH ST.

The eighth corset and brassiere show will be held during the official Spring market week. Contact: Jed Sylbert, 220 Fifth Ave., MU. 2-1593.

Monday Jan. 16 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE COTILLION ROOM

The Maiden Form Brassiere Co. will have a fashion show and cocktail party for the press and trade to introduce style innovations for 1950, showing new Spring fashions in relation to the proper Maiden Form Brassiere with which each is to be worn. Attendance by invitation only. Commentator and Fashion Show Director: Kay Daly, CI. 7-4282.

Tuesday Jan. 17 11:00 A.M.	"FIGURE TALK": SHOWING OF FOUNDATION FASHIONS	THE WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM

The Warner Brothers Co. will present its annual Spring showing of foundation fashions for the trade and press. John Field, president of Warner Bros., will forecast business trends for 1950. "Figure Talk" will be supervised and commentated by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham , MU. 3-1194.

Wednesday Jan. 18 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM

Russeks will present new Spring suits during luncheon. Press by invitation. Public by reservation; contact:"Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.

Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE

Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090.

Thursday Jan. 19 4:00 P.M. Cocktails	PREVIEW OF DENIMS AND COTTON SHEERS	REEVES BROTHERS, INC.	RAINBOW ROOM 30 ROCKEFELLER PLAZA

Reeves Brothers will present Barnyard Denims, cotton sheers and Byrd Cloth Reeveroy; also cotton cords from the Summer collections of leading designers. Attendance by invitation only. Fashion show direction: Rosemary Sheehan, CI. 7-8060.

Beginning Monday Jan. 23	LONDON HAUTE COUTURE OPENINGS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND

Monday, Jan. 23: Hardy Amies, Ltd.; Mattli.
Tuesday, Jan. 24: Molyneux; Michael Sherrard; Norman Hartnell.
Wednesday, Jan.25: Victor Steibel; Charles Creed, Ltd.
Thursday, Jan. 26: Peter Russell, Ltd.
Friday, Jan. 27: Digby Morton, Ltd.; Worth (London) Ltd.

Wednesday Jan. 25 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	PEG FISCHER	WALDORF-ASTORIA SERT ROOM

"Hatty, Hatty, Hatty Talk", a quick look at the Peg Fischer look for the Spring season. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.

MUSIC...MOVIES...THEATRE...TELEVISION

Week Of Dec. 12 — FOURTH WEEK: METROPOLITAN OPERA — MET. OPERA HOUSE, B'WAY & 39TH

Fourth week's program of the Metropolitan Opera: Mon. Eve., Dec. 12: Wagner's DIE WALKUERE; Tues. Eve., Dec. 13: Puccini's MADAMA BUTTERFLY; Wed. Eve., Dec. 14: Strauss' DER ROSENKAVALIER; Thurs. Eve., Dec. 15: Puccini's TOSCA; Fri. Eve., Dec. 16: Donizetti's L'ELISIR D'AMORE; Sat. Mat., Dec. 17: Wagner's TRISTAN UND ISOLDE; Sat. Eve., Dec. 17: Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.

Beginning Wednesday Dec. 14- Dec. 18 — INITIAL OPENING: DANCE THEATRE — NEW YORK CITY CENTER, 131 W. 55TH ST.

The first theatre of the American dance will give ten performances: Wed. Eve., Dec. 14: FOLKSAY, THE DESPERATE HEART, SHAKERS, LA MALINCHE, FABLES FOR OUR TIME; Thurs. Eve., Dec. 15: INVENTION, LAMENT FOR IGNACIO SANCHEZ MEJIAS, THE MOOR'S PAVANE, THE STORY OF MANKIND; Fri. Eve., Dec. 16: FOLKSAY, FABLES FOR OUR TIME, FIRE IN THE SNOW, DAUGHTER OF VIRTUE, FESTIVAL, DADDY WAS A FIREMAN; Sat. Eve., Dec. 17: THE LONELY ONES, EARTH SHALL BEAR AGAIN, THE MOOR'S PAVANE, CHAMPION; Sun. Mat., Dec. 18: ATAVISMS, WITCH, DREAMS, FABLES FOR OUR TIME, SHAKERS, FLICKERS; Sun. Eve., Dec. 18: INVENTION, THE MONKEY DANCES, TWO STEP, OZARK SUITE, LA MALINCHE, THE LONELY ONES. Tickets: $1.20-$3.00 (tax included). Publicity: Isadora Bennett and Richard Pleasant, PL. 7-7447.

Tuesday Dec. 20 — OPENING: "CAESAR AND CLEOPATRA" — NATIONAL THEATRE, 41ST ST. W. OF B'WAY

Aldrich & Myers, in association with Julius Fleischmann, present Lilli Palmer and Sir Cedric Hardwicke in a new production of the George Bernard Shaw play. Cast includes Arthur Treacher, John Buckmaster and Ralph Forbes. Costumes and scenery: Rolf Gerard. Publicity: William Fields, CI. 5-7930.

Wednesday Dec. 21 — WORLD PREMIERE: "SAMSON AND DELILAH" (Movie) — RIVOLI & PARAMOUNT THEATRES

Paramount Pictures' technicolor movie, based on the history of Samson and Delilah, from original treatments by Harold Lamb and Vladimir Jabotinsky. Producer and Director: Cecil B. DeMille. Stars: Hedy Lamarr, Victor Mature, George Sanders. Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Thursday Dec. 22 — OPENING: "THE RAT RACE" — BARRYMORE THEATRE, 47TH ST. W. OF B'WAY

Leland Hayward presents Betty Field in a new comedy by Garson Kain, taking place in Manhattan at present time. The cast will also include Barry Nelson, Doro Merande and Joseph Sweeney. Director: Daniel Mann. Music arranged and directed by Joseph Bushkin. Settings: Donald Oenslager. Costumes: Lucinda Ballard and Joseph Fretwell. One gown by Ceil Chapman. Publicity: Leo Feeedman, CH. 4-7250.

Thursday Dec. 22 — PREMIERE: "THE PRINCE OF FOXES" (Movie) — ROXY THEATRE, 7TH AVE. & 50TH ST.

Twentieth Century-Fox film based on the novel by Samuel Shellabarger; a fictional episode in the life of the Italian Renaissance despot, Cesare Borgia. Stars: Tyrone Power, Orson Welles, Wenda Hendrix, with Katina Paxinou. Producer: Sol C. Siegel. Director: Henry King. Costumes: Vittorio Nino Novarose. Publicity: Elizabeth Eisenhart, CO. 5-3320.

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